

Report Parameters :

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 2

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 57168

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

22198	AGENCY (OR SERVICE)	ACTING AS AGENT FOR	172688	ADVERTISER (OR AGENCY AND ADVERTISER)	Cancellation Notice Required Announcement 28 days prior notice
NAME	MESSAGE & MEDIA INC.			FRIENDS OF MATT SMITH	
AND	100 Albany St			PO BOX 13445	
ADDRESS	New Brunswick NJ 08901-2179			Pittsburgh PA 15243-0445	
	USA			USA	
CONTACT				PRODUCT FRIENDS OF MATT SMITH 11/5 ONLY	
LOCAL SALESPERSON	Brian Butz-1	AGENCY EST. NO.		PRODUCT CODE 1310	
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 11/05/12 AND ENDING 11/05/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
PRINT AT STATION. ALL RATES ARE NON PRE EMTIBLE. PAID FOR BY FRIENDS OF MATT SMITH. MARK INVOICE PAID PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.										
1	M	1	05:00A	05:58A	30S	11/05/12-11/05/12	THIS MORNING 5-6AM	1	360.00	360.00
2	M	1	05:58A	07:00A	30S	11/05/12-11/05/12	THIS MORNING 6-7AM	1	720.00	720.00
3	M	1	07:00A	09:00A	30S	11/05/12-11/05/12	THE EARLY SHOW	1	450.00	450.00
4	M	1	09:00A	09:58A	30S	11/05/12-11/05/12	THIS MORNING 9-10AM	1	225.00	225.00
5	M	1	11:58A	12:30P	30S	11/05/12-11/05/12	NOON NEWS	1	720.00	720.00
6	M	1	04:00P	05:00P	30S	11/05/12-11/05/12	4PM EARLY NEWS	1	720.00	720.00
7	M	1	05:00P	06:00P	30S	11/05/12-11/05/12	5PM EARLY NEWS M-F	1	1050.00	1050.00
8	M	1	05:58P	07:00P	30S	11/05/12-11/05/12	M-F ERLY NEWS	1	1080.00	1080.00
9	M	1	11:00P	11:35P	30S	11/05/12-11/05/12	11PM NEWS	1	2250.00	2250.00
10	M	1	06:57P	07:30P	30S	11/05/12-11/05/12	CBS EVENING NEWS	1	1080.00	1080.00
11	M Cancelled		10:58A	11:58A	30S	11/05/12-11/05/12	PRICE IS RIGHT	0	675.00	.00
12	M Cancelled		02:00P	02:57P	30S	11/05/12-11/05/12	THE TALK	0	405.00	.00
13	M	1	02:58P	03:58P	30S	11/05/12-11/05/12	DR. PHIL	1	500.00	500.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KDKA-TV

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			FROM	TO						
14	M <i>Cancelled</i>		07:30P	07:58P	30S	11/05/12-11/05/12	THE INSIDER	0	700.00	.00
15	M <i>Cancelled</i>		11:35P	12:37A	30S	11/05/12-11/05/12	11:35P-12:37A - LETTERMAN	0	575.00	.00
Total Contract:								11		9155.00
Billing Summary										
Qtr 4-12						Oct	Nov	Dec	Total	
						.00	9155.00	.00	9155.00	
GRAND TOTAL									9155.00	

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